# ESSENTIAL SPACES

A vision for City Parks and Recreation









Frederick, Maryland

Parks & Recreation Master Plan – Findings – August 2021

## **Your Project Team**



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## **The Vision**

The goal of the project is to develop a community supported plan that provides guidance for future development and redevelopment of the City's parks, recreation programming, and facilities.



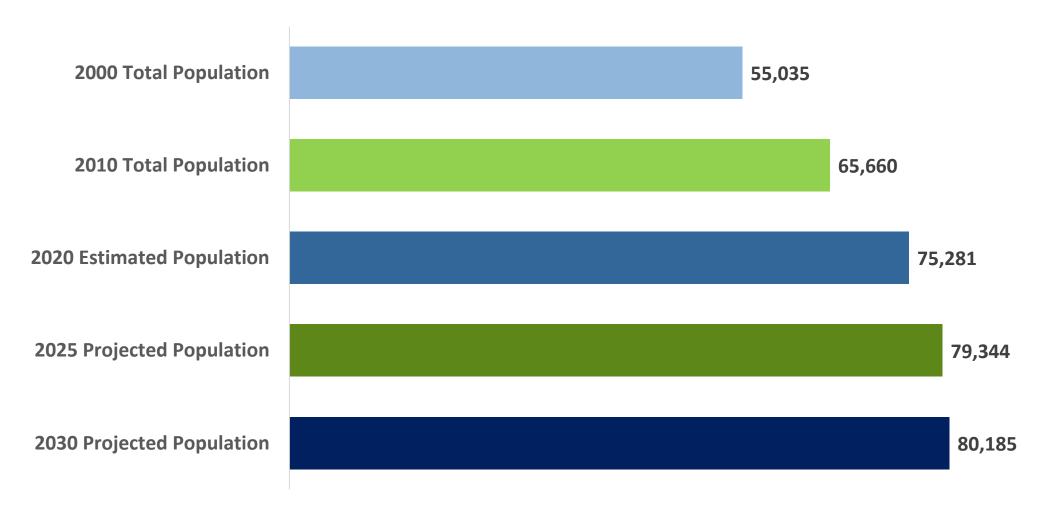
## Master Plan Process/Schedule

- Strategic Kick-off: Goals and Vision February 2021
- Community Engagement March 2021
- Numerous Focus Groups & Stakeholder Meetings
  - Public Presentation March 2021
- Inventory April 2021
- Level of Service Analysis April 2021
- Survey May 2021



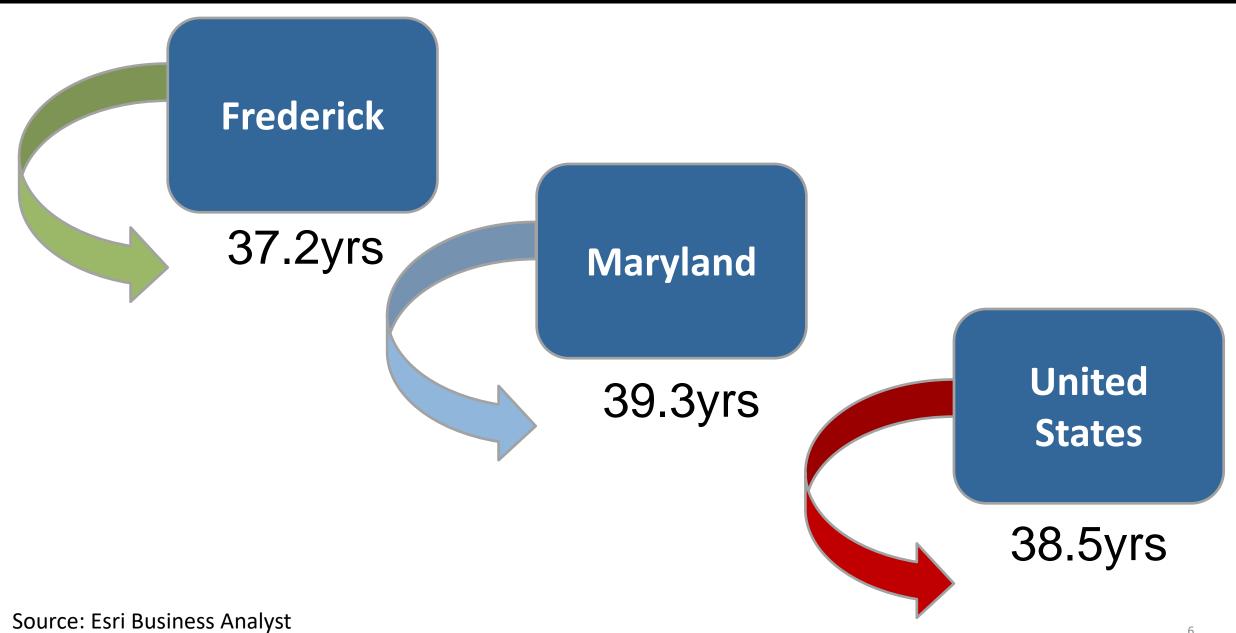
- Findings Presentation August 2021
- Visioning Workshop August 2021
- Draft Recommendations Presentation
- Community Workshop & Final Plan Presentation

# Frederick Population Projections\*



<sup>\*</sup>Source: Esri Business Analyst based on 2010 Census data

## **Median Age Comparisons**

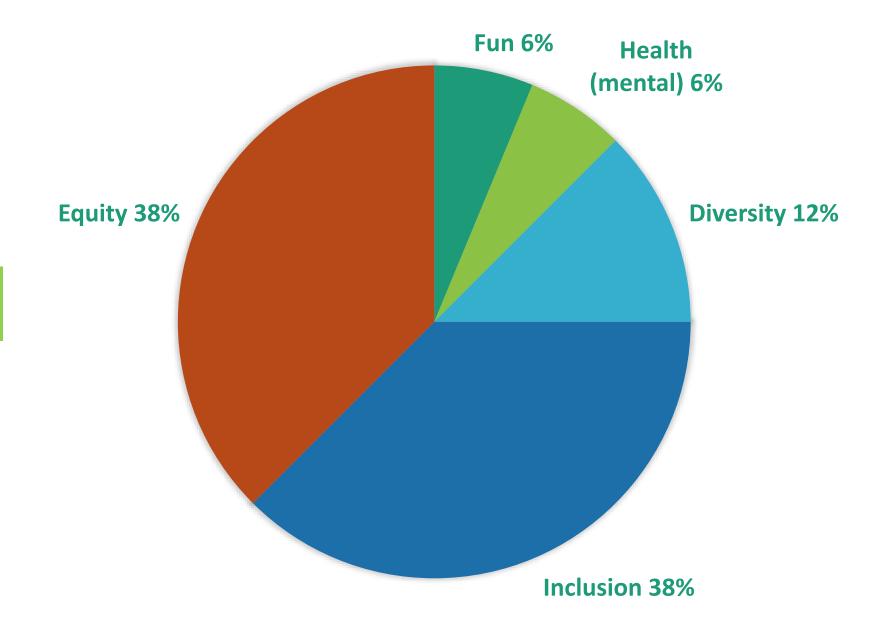


# **Community Information & Gathering Summary**

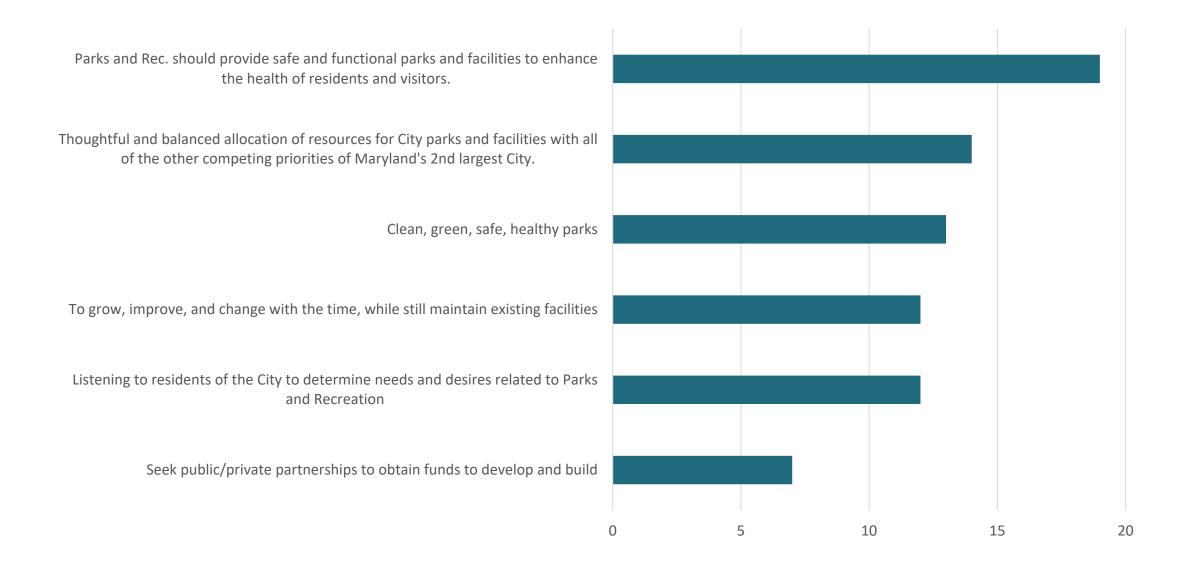
Staff SWOT Analysis
Focus Group Meetings
Stakeholder Meetings
Public Meeting

# Values

## What are the values of the Department?



## Vision

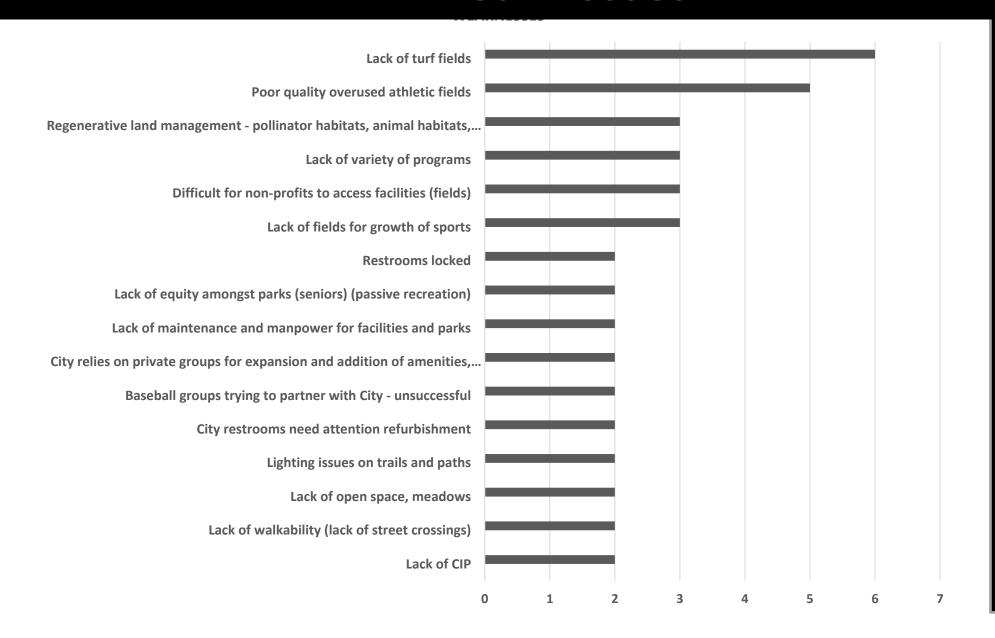


# Key Issue Comments From Stakeholders & Focus Group Meetings

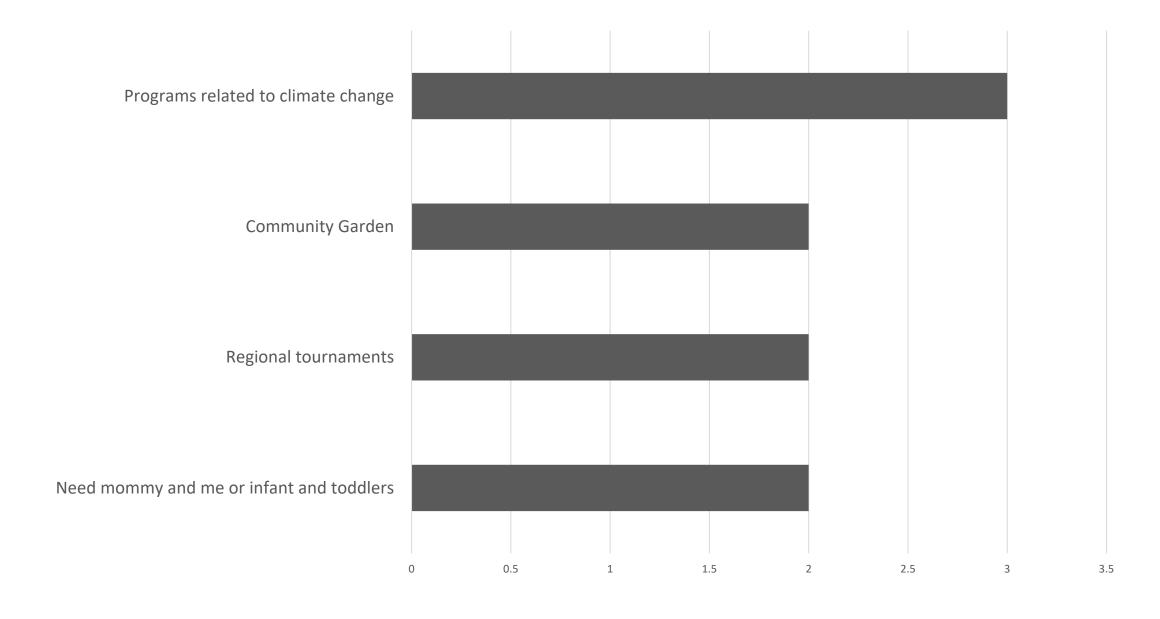
(In no particular order)

- Safety in parks
- Accessibility and ADA standards need to be improved
- Projected growth of the city is increasing
- Indoor facility space is limited
- Aging infrastructure maintenance
- Everything is underfunded
- There is no sport venue/complex that could sustain large tournaments
- Not enough special events
- Equitable access is essential
- Create better connectivity
- Improve marketing and promotion

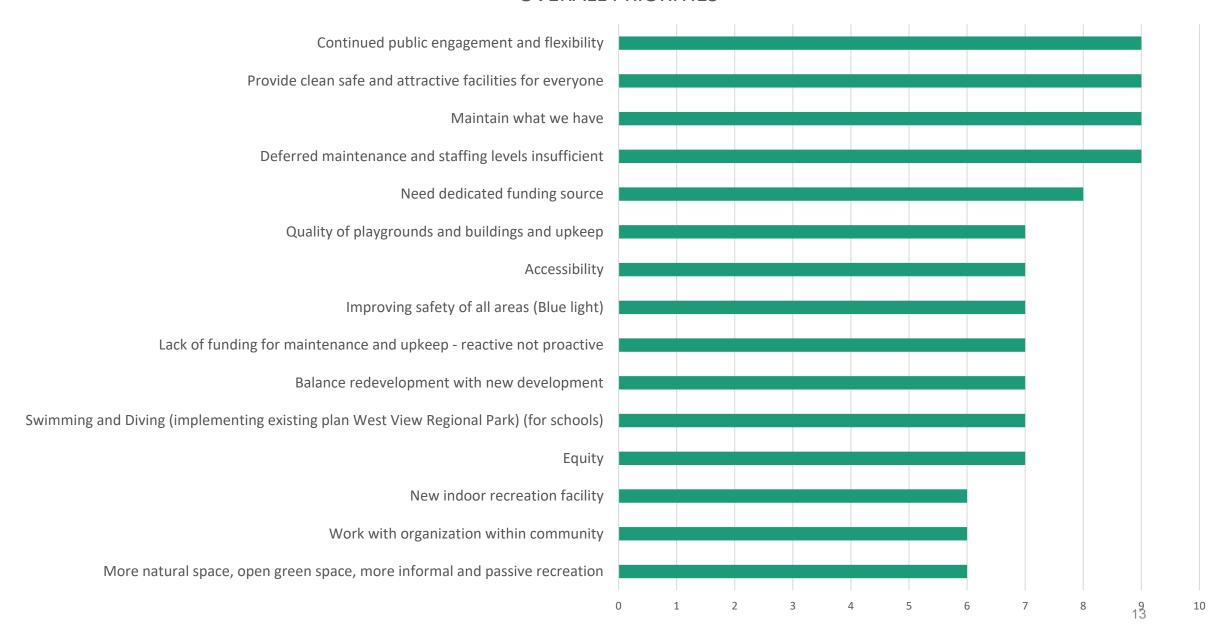
## Weaknesses



# **Desired Additional Programs/Services**



#### **OVERALL PRIORITIES**



# **Survey Summary**

(Full report to be available on the City's website.)







## Methodology

#### **Primary methods:**

1 = Statistically Valid (Invitation Survey)
Mailed postcard and survey with an option to complete online through password protected website

2 = Open Link Survey
Online survey available to all residents of the City of Frederick

## 4,880 Postcards & 4,880 Surveys Delivered



476 - Invitation Surveys Completed +/- 4.5% Margin of Error



563 - Open Link Surveys Completed





# Weighting the Data

1

The underlying data from the invitation survey were weighted by age, race and ethnicity to ensure appropriate representation of **Frederick residents** across different demographic cohorts in the sample.



2

Using U.S. Census Data, age, race and ethnicity distributions in the invite sample were adjusted to more closely match the actual population profile of the **City of Frederick.** 



# **Key Findings**



## **INCREASE USE**

Improved <u>communication</u> about offerings (60%), better <u>lighting</u> in parks/trails/facilities (47%), and better <u>condition/maintenance</u> of parks or facilities (44%) are the top 3 items that if addressed would increase usage. Open link respondents mentioned maintenance more often (49%).



## TRANSPORTATION

A motor vehicle is the most used and preferred method of transportation to parks and recreation facilities. However, walking/running and or biking is widely used among residents. Nearly 70% of respondents walk/run or bike to access parks and recreation facilities. Nearly 80% of respondents indicate they would walk/run or bike more frequently if there were better trails and pathway connections to parks and facilities.



## FUTURE FACILITY NEEDS

Respondents feel <u>adding trails</u> in neighborhood parks and/or connecting parks to city trail systems (4.4) and <u>acquiring land</u> <u>for new parks in underserved areas</u> (4.2) are the most important items to focus on for facilities and amenities in the future. Better <u>maintenance</u> follows at 3.9. (5 point rating scale)



## **FUTURE PROGRAM NEEDS**

For programs and services, offering <u>more activities</u> for residents (3.8), more fitness/wellness/health programs (3.7), more special events (3.6), and more adult programs (3.6) are the most important needs for the future. (5 point rating scale)



### **FUNDING SOURCES**

Nearly three-quarters of respondents (74%) would probably/definitely support <a href="more private/public partnerships">more private/public partnerships</a> as potential funding sources. Positive support for <a href="more bond">bond</a> <a href="more referendums">referendums</a> for special projects also exists (55%).







# Demographic Profile (Invite Sample)

## **Frederick Population Areas:**

- Southeast 46%
- Northeast 17%
- Southwest 17%
- Northwest 14%
- Other 4%
- Don't know 2%

# 14.4

Average number of years living in Frederick



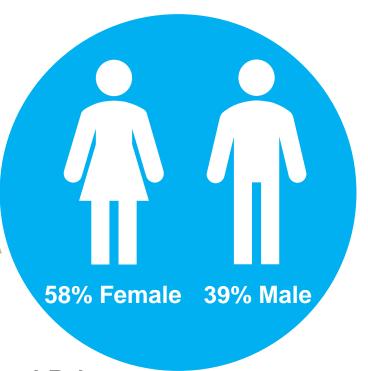
79% of respondents own their residence; 19% rent



9% of respondents have a need for ADA accessible facilities and amenities

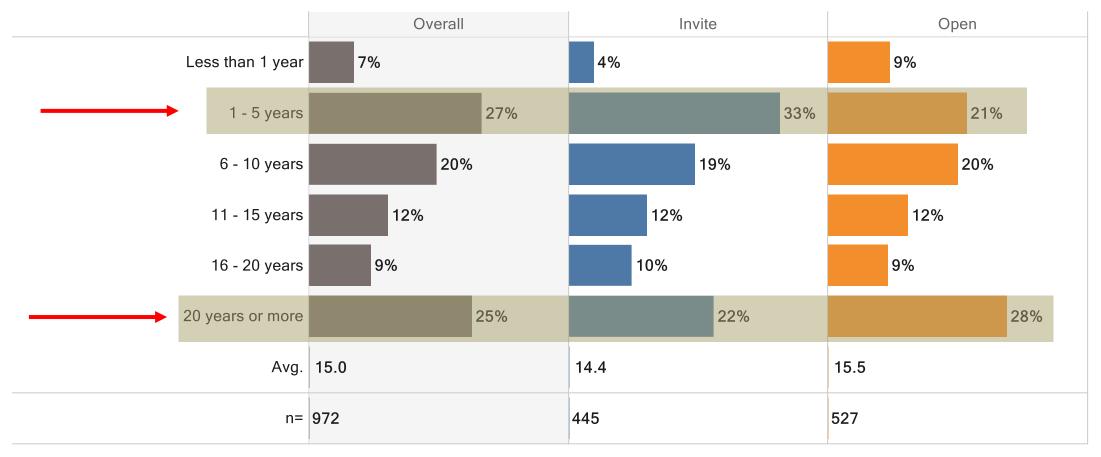


36% of respondents own a dog



Respondent tenure in Frederick.

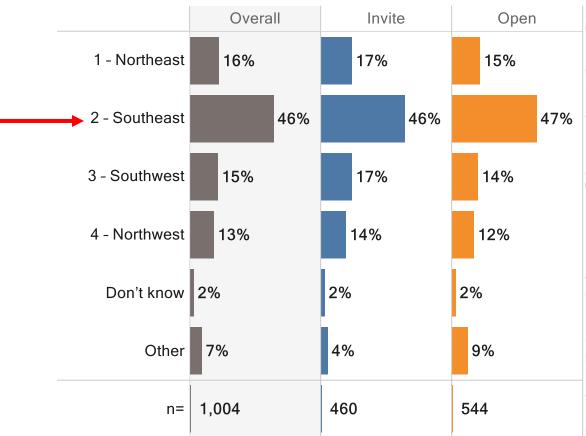
Q: How long have you lived in The City of Frederick?

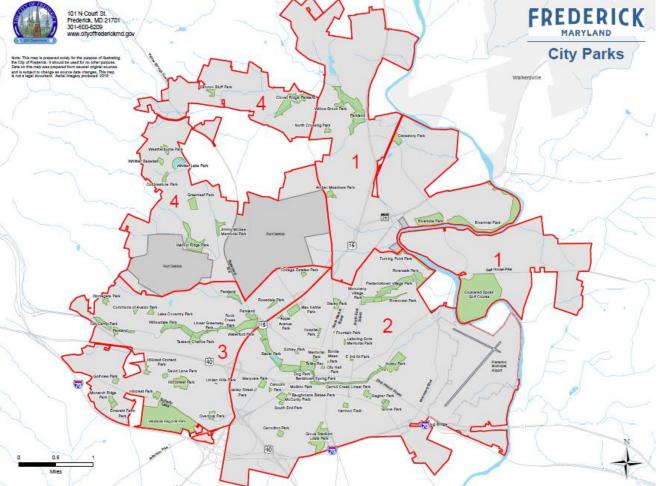




Household area location.



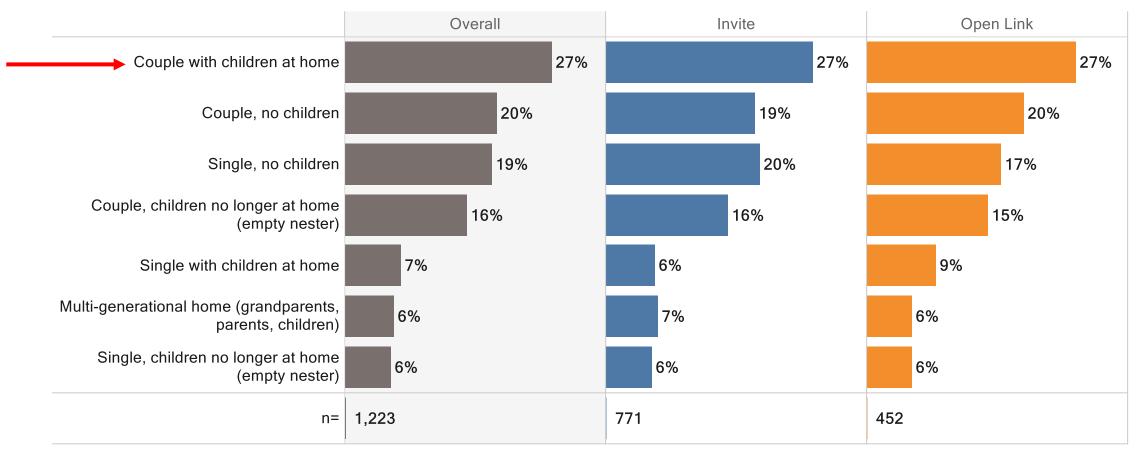






Household status.

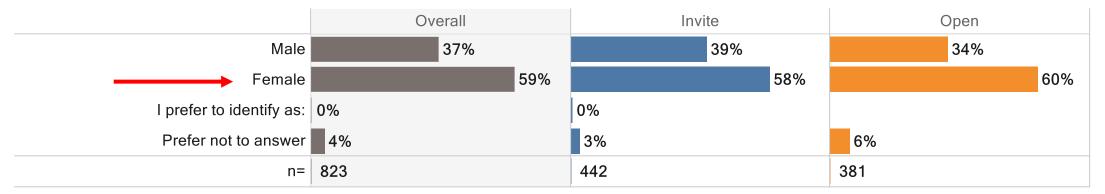
#### Q: Which of these categories best applies to your household?



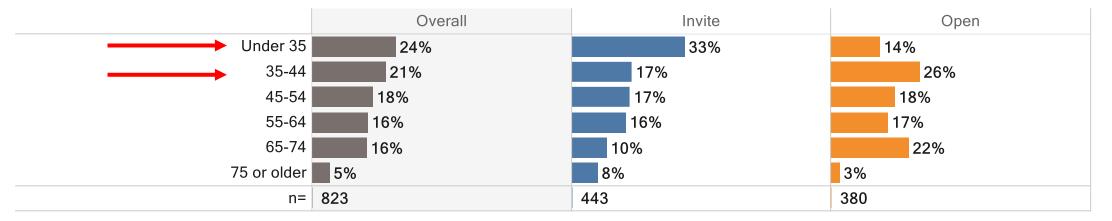


Respondent gender and age.

Q: Please indicate the gender with which you identify:



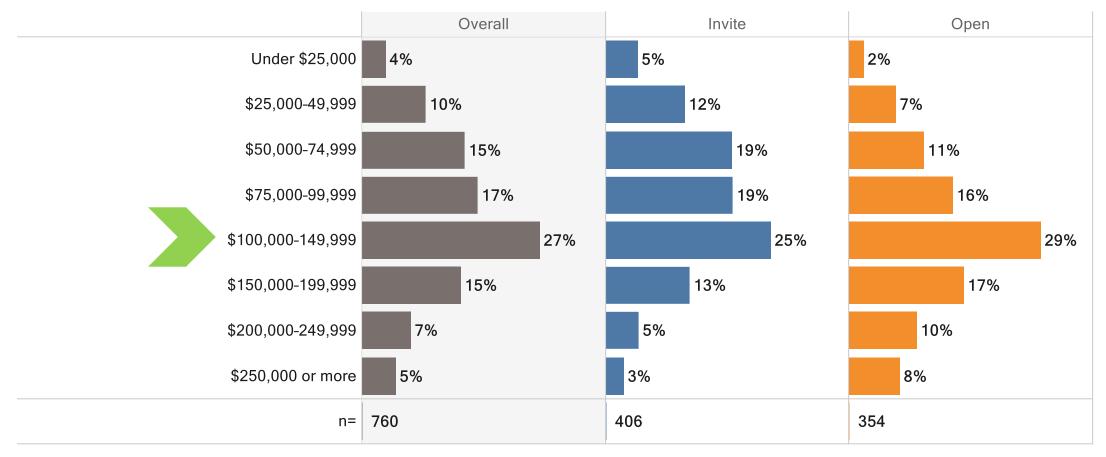
Q: What is your age?





Household income.

Q: Which of these categories best describes the total gross annual income of your household (before taxes)?





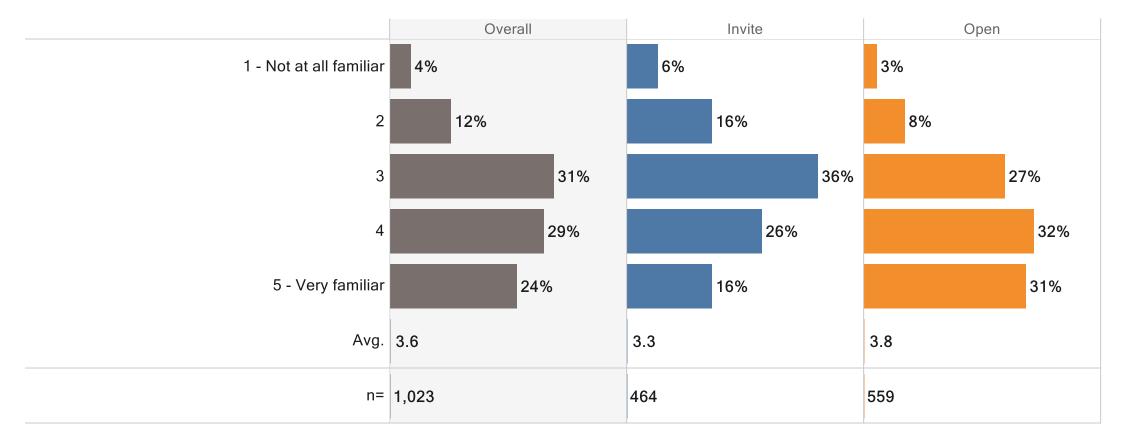
# Current Usage



# Parks/Recreation Familiarity

Overall familiarity with the City of Frederick parks and recreation is slightly better than average. 42% of the Invite Sample is familiar or very familiar with the parks, facilities, recreation programs, and services offered by the City of Frederick. In comparison, 63% of the open link sample are familiar or very familiar.

Q: How familiar is your household with the parks, facilities, recreation programs, and services offered by The City of Frederick?

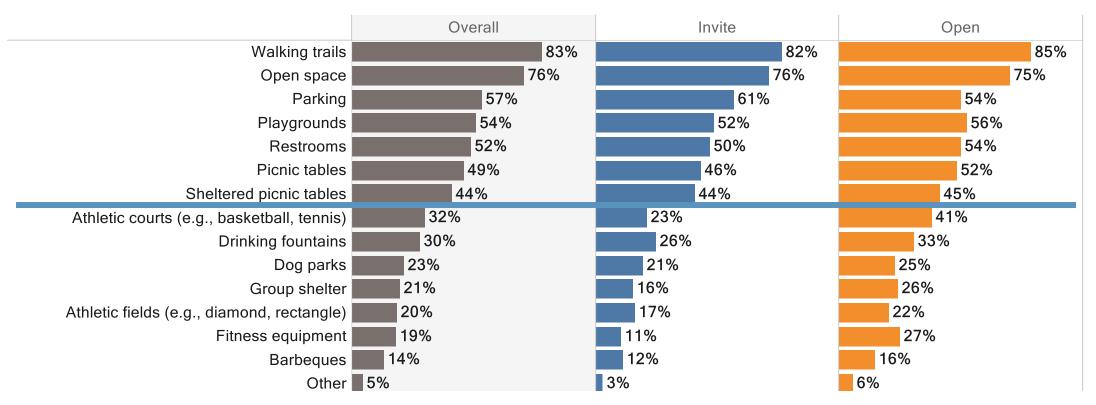




# **Amenities Usage**

Walking trails and open spaces are the most used amenities among both invite and open link respondents, followed by parking, playgrounds, restrooms, and picnic tables.

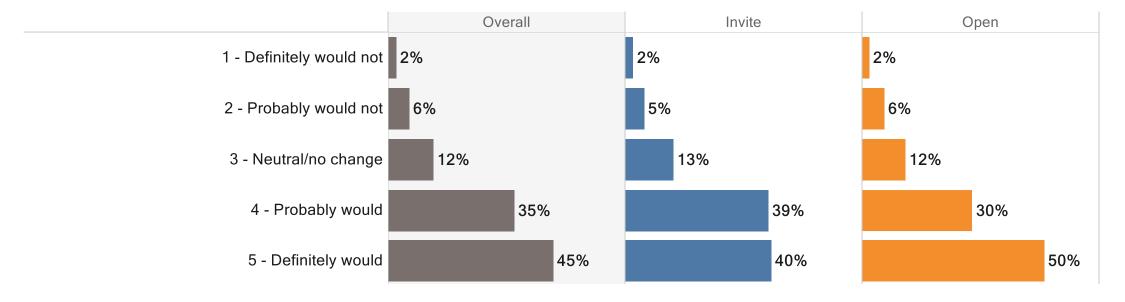
Q: Which of the following amenities does your household use when visiting The City of Frederick parks and recreation facilities? (Check all that apply)





## Increased Trail Use for Access

Q: If additional trail connections, bike lanes/paths, pedestrian walkways and/or street crossings were developed, would you and/or your household walk/run or ride a bike to get to parks, neighborhood centers and/or recreation facilities more often?



Overall, 80% of respondents are more likely to walk/run or bike to get to parks and recreation facilities if additional trail connections were developed.



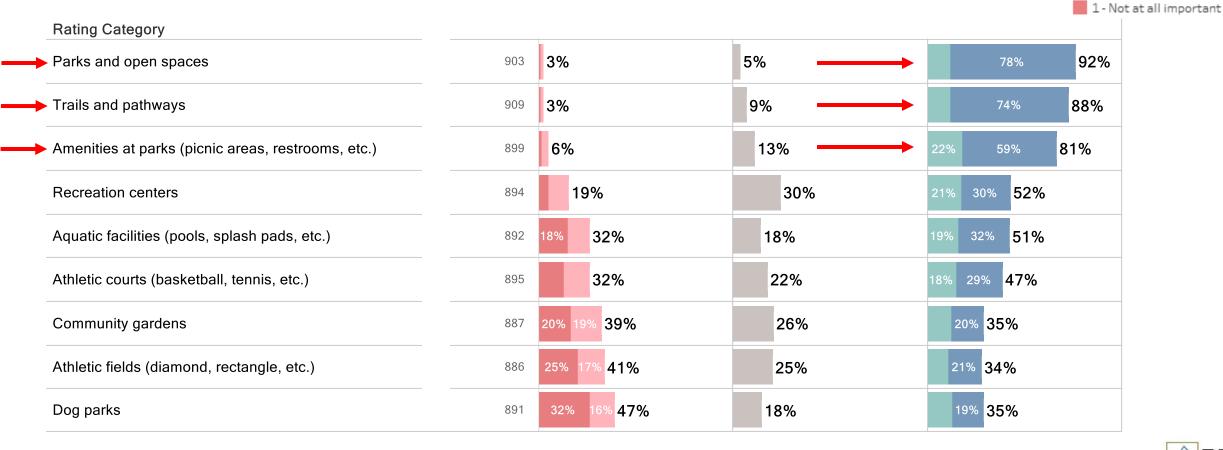
# **Current Conditions**



# Importance of Current Facilities and Amenities

Invite respondents rated parks and open spaces (4.7), trails and pathways (4.6), and amenities at parks (4.3) as the most important facilities or amenities to their household.

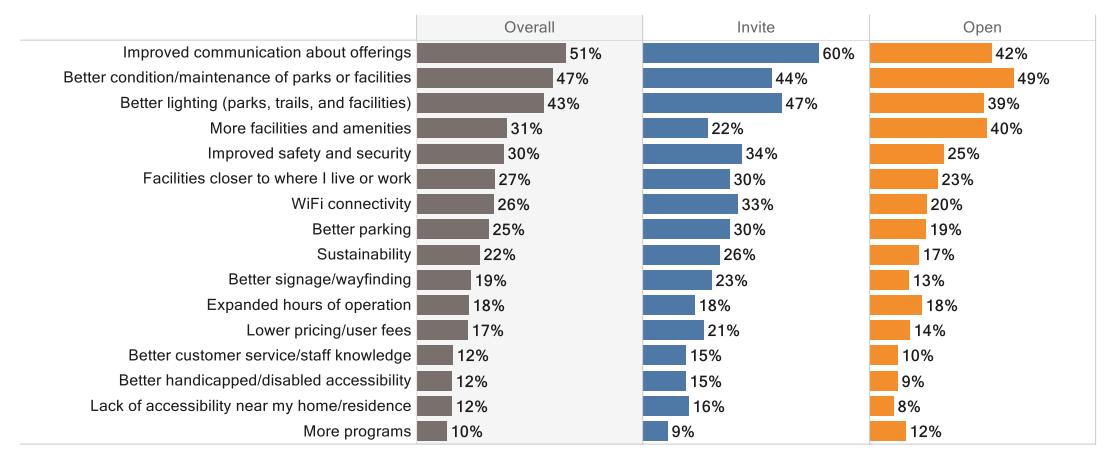
Q: How important are the following facilities and services to your household? (Facilities and Amenities)





# Increase Usage

Q: What are the most important areas that, if addressed by The City of Frederick Parks & Recreation, would increase your use of parks and recreation facilities? (Check all that apply)



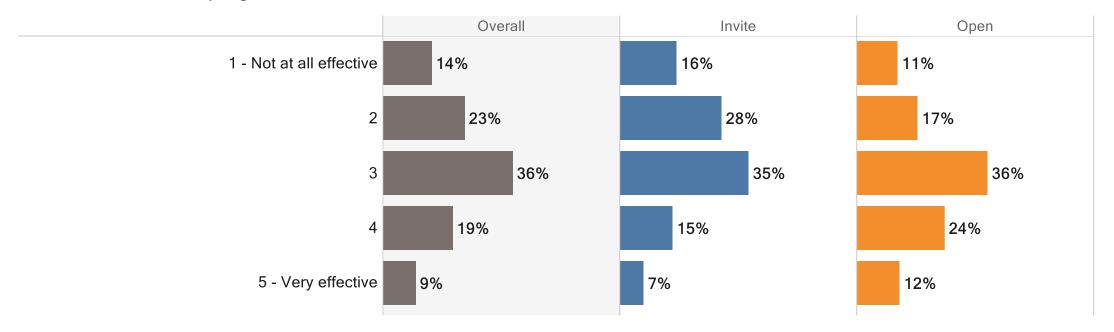


# Communication



## Communication Effectiveness

Q: How effective is The City of Frederick Parks & Recreation at reaching you with information on parks and recreation facilities, programs, and services?

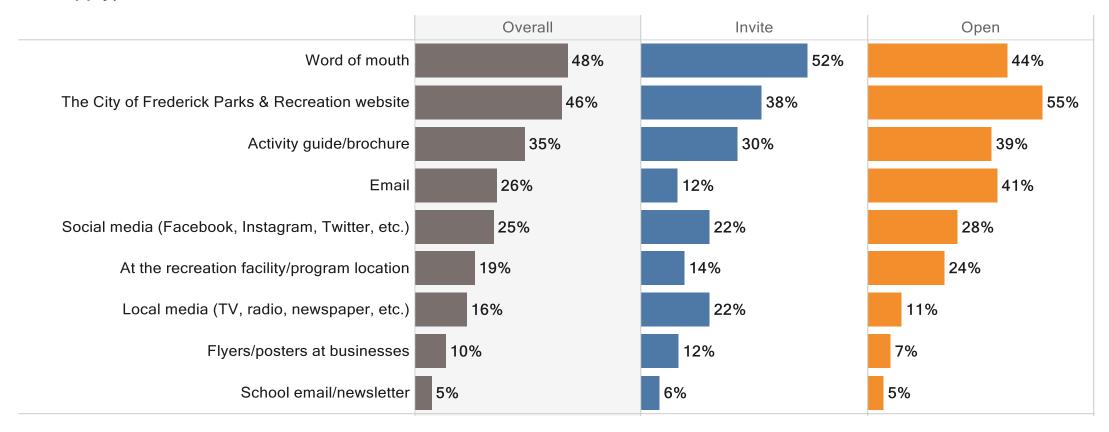


Nearly 40% of respondents rated communication about parks and recreation as not effective and only 28% rated communication as effective. There is room for improvement to better leverage communication efforts and information dissemination about parks and recreation facilities and services to further create awareness.



## **Communication Methods**

Q: How do you currently receive information on parks and recreation facilities, services, and programs? (Check all that apply)

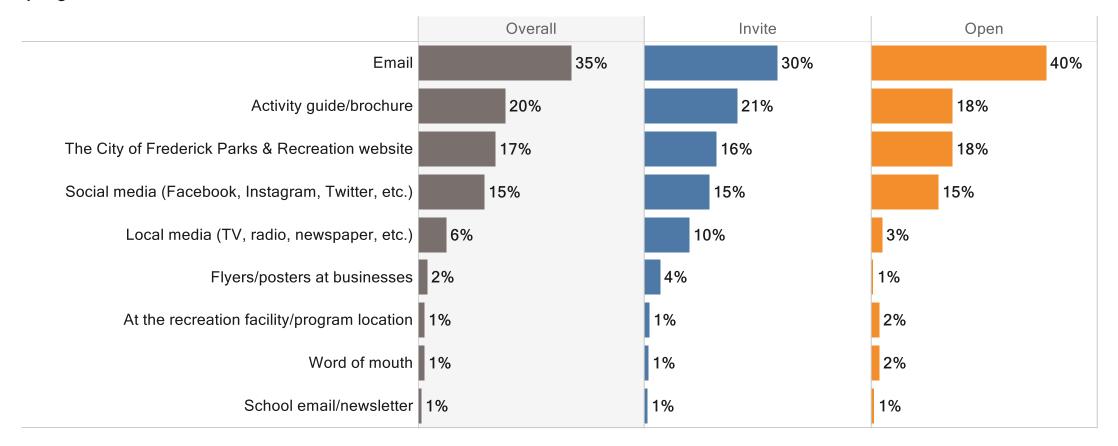


Word of mouth, the City of Frederick Park & Recreation website and the activity guide/brochure are the top methods of communication how residents are currently receiving information about parks and recreation.



## **Communication Methods**

Q: What is the preferred way for you to receive information on parks and recreation facilities, services, and programs?



Email is the preferred method to reach residents about information on parks and recreation.





# Future Facilities / Programs / Services

### Most Important Needs for Improvement From Survey

(In no particular order)

- Adding trails in neighborhood parks and/or connecting parks to city trail systems
- Acquiring land for new parks in underserved areas
- Better maintenance of existing parks and recreation facilities
- Developing outdoor event space
- More/new recreation amenities (playgrounds, sports courts, etc.) in existing parks
- Develop new aquatic center
- Improved fitness rooms, gyms, and equipment
- Developing more diamond fields
- More/new pickleball courts
- Develop new track and field facility
- Developing outdoor, artificial turf fields (for rectangular fields soccer, lacrosse, football, etc.)

### Future Programming Needs

- Offer more activities for residents
- More fitness/wellness/health programs
- More special events
- More adult programs
- Additional after-school and summer programs
- More teen and youth programs
- More senior programs

### **Top 3 Facility Needs**

- Adding trails in neighborhood parks and/or connecting parks to city trail systems
- Acquiring land for new parks in underserved areas
- Better maintenance of existing parks and recreation facilities

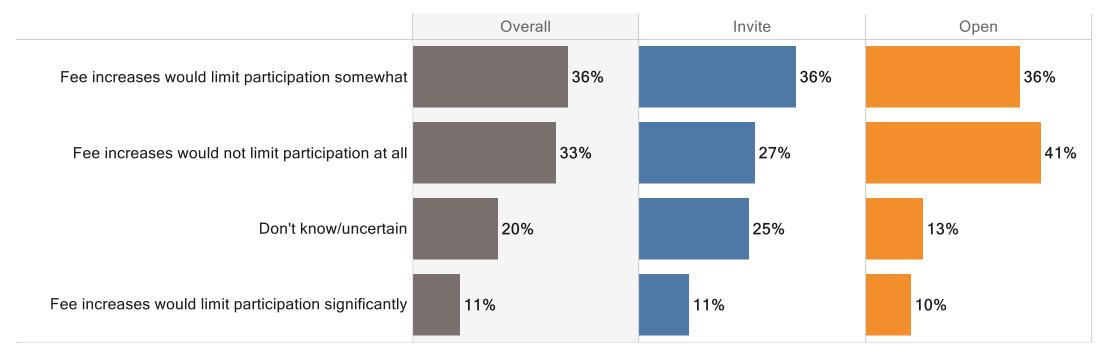


## Financial Choices / Fees

### Increased User Fee Impacts

An increase in user fees would somewhat limit participation for 36% of invite respondents and significantly limit participation for another 11%.

Q: Which of the following best describes the potential impact, if any, that fee increases would have on your current level of participation?





### Overall Survey Themes

- Developing and improving trails and connectivity throughout the City
- Improved communication about offerings
- Improve lighting in parks/trails/facilities
- Review and develop a better condition/maintenance program and funding of parks
- Transportation results stated that respondents indicate they would walk/run or bike more frequently if there were better trails and pathway connections to parks and facilities.



### Inventory & Level of Service

### **Indoor Facilities**

- Many indoor facilities are shared with supporting organizations/ departments (County Schools, Boys & Girls Club)
- Most facilities are in great condition and have ample parking
- Facility identification signage and location identification on website needed for some locations
- Limited storage for staff at some locations (Boys & Girls Club, Whittier

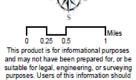
   storage in gym)
- Some facilities lack formal entry desk areas (Trinity, Boys & Girls Club)
- Boys & Girls Building: Space used creatively for multiple purposes.
- Butterfly ES: Good example of shared space with input from City.
- Thomas Johnson: no separation between gymnasium and activity room
- Trinity Recreation Center: needs to be replaced
- William Talley Recreation and Fitness Center: Provides multitude of uses and activities for community – sports, fitness, learning, public meetings, wifi, equipment appears new/good condition



#### Trails System (Existing and Envisioned)

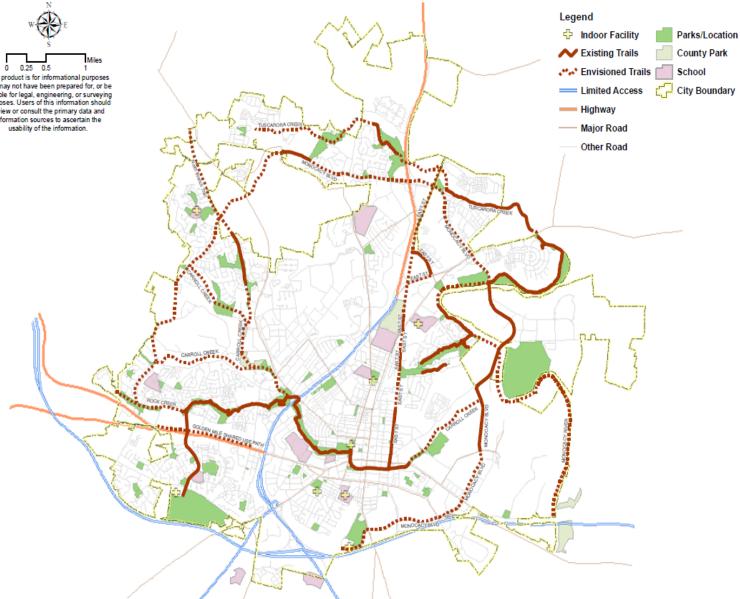






review or consult the primary data and information sources to ascertain the usability of the information.

### **TRAILS**

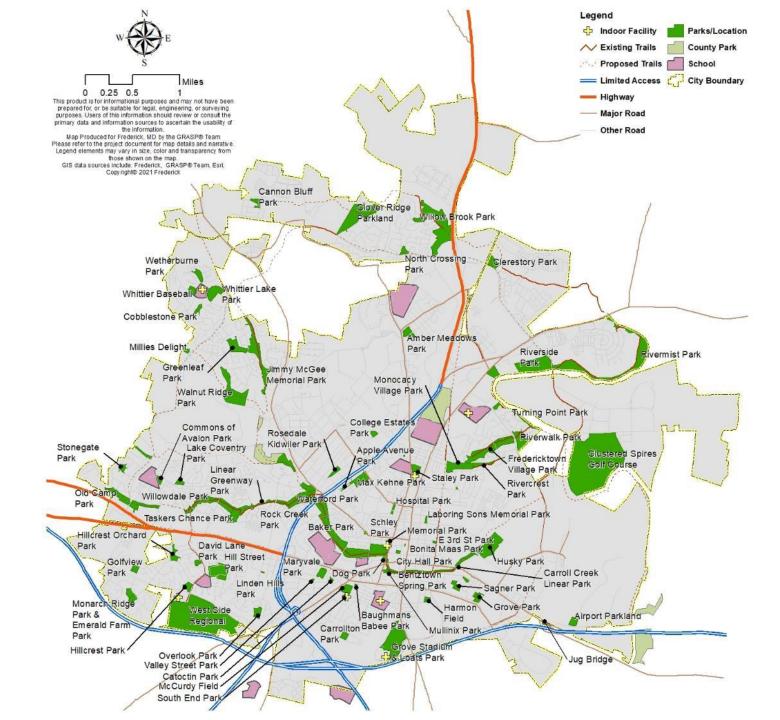


### **TRAILS**

- Trail system consists of two corridors: Carroll Creek Central Corridor and the Monocacy Corridor
- Trail system is growing, great potential to expand
- Northwestern and Southeastern quadrants are in need of connections to the Central Corridor
- East Street Rail Trail would create a strong north-south connection to Carroll Creek
- Many of the trails are overcrowded
- Trails are in need of upgrades (surfaces and width)



The Frederick System





# Inventory Site Visits



- System lacks newer/modern design parks
  - Very few high scoring components in the system
  - Many parks are well established but showing age (wear and tear)
- Status of ADA assessment and transition plan
- Great trail possibilities
  - Consider adding developed trailheads
  - Maps/wayfinding, staging, amenities, etc
- City should map HOA park locations
- Garbage/trash at parks an issue during site visits
- Update standards for some components like
  - Playgrounds
    - Consider harder edges and concrete curb walls at playgrounds
    - Improve playgrounds
  - Shelters
    - Need for appropriate shelter sizes by park
  - Volleyball courts
  - Bleachers
  - Park Signage and Branding
  - Concessions
  - Diamond Fields vs Practice Diamonds



				Carrollton Park
Initial Inventory Da	te:	3/1/2021		
33.6 Total Neighborhood		otal Community Approximate F	Park Acreage:	3.3
GRASP® Score	30.4	GRASP® Score Owner		Frederick
Drinking Fountains	2	Shade	2	Design and Ambiance
ating	1	Trail Connection	0	2
Grills	2	Park Access	2	2
'′-Up Station	0	Parking	2	
hting	2	Seasonal Plantings	0	
	0	Ornamental Plantings	2	
	2	Picnic Tables	2	
				General Comments

Components with Score

	Lights	Neighborhood Score	Community Score	Comments
		2	2	
		2	2	
		2	2	
2		2	2	
1		2	2	
1		2	2	
1		2	2	

			GRASP ® Neighborhood
Park/Location	Map ID	Quantity	Score
David Lane Park	C059	1	1
Harmon Field	C095	1	1
Hill Street Park	C101	1	1
Linden Hills Park	C128	1	1
North Crossing Park	C162	1	1
South End Park	C203	1	1
Taskers Chance Park	C218	1	1
Valley Street Park	C223	1	1
Walnut Ridge Park	C228	1	1
Willow Brook Park	C247	1	1

Sort for things such as low scoring playgrounds





			Overall		Overall
	Overall		<b>GRASP</b> ®		GRASP <sup>®</sup>
	GRASP®		Score		Score
Park/Location	Score	Park/Location (cont)	(cont)	Park/Location (cont)	(cont)
Baker Park	295.2	Clover Ridge Parkland	26.4	Riverside Park	12.1
West Side Regional	<b>153</b> .6	Greenleaf Park	26.4	Clerestory Park	11
Carroll Creek Linear Park	70.2	Lake Coventry Park	26.4	North Crossing Park	11
Monocacy Village Park	67.2	Willow Brook Park	26.4	South End Park	9.9
Whittier Lake Park	64.8	Sagner Park	25.85	Catoctin Park	9.6
Max Kehne Park	62.4	Walnut Ridge Park	24.2	Schley Park	9.6
Amber Meadows Park	52.8	E 3rd St Park	24	Dog Park	8.8
College Estates Park	48	Cobblestone Park	19.8	Linear Greenway Park	8.8
Grove Stadium and Loats Park	48	Harmon Field	19.8	Rock Creek Park	8.8
Overlook Park	45.6	Golfview Park	17.6	Valley Street Park	7.7
Staley Park	39.6	Laboring Sons Memorial Park	17.6	Baughmans Babee Park	7.2
Carrollton Park	38.4	McCurdy Field	17.6	Emerald Farm Park	6.6
Fredericktown Village Park	36	Waterford Park	17.6	Millies Delight	6.6
Jimmy McGee Memorial Park	33.6	Whittier Baseball	17.6	Parkland 9	6.6
Riverwalk Park	33.6	Maryvale Park	15.6	Rivermist Park	6.6
Willowdale Park	33.6	Monarch Ridge Park	15.4	Apple Avenue Park	4.4
Wetherburne Park	33	Bentztown Spring Park	14.4	Fountain Park	4.4
David Lane Park	31.2	Cannon Bluff Park	14.4	Jug Bridge	4.4
Hillcrest Park	31.2	Clustered Spires Golf Course	14.4	Old Camp Park	4.4
Mullinix Park	31.2	Grove Park	14.4	Parkland	4.4
Stonegate Park	31.2	Memorial Park	14.4	Parkland 4	4.4
Hill Street Park	28.8	Bonita Maas Park	13.2	Rivercrest Park	4.4
Hospital Park	28.8	City Hall Park	13.2	Linden Hills Park	3.3
Rosedale Kidwiler Park	28.8	Turning Point Park	13.2	Commons of Avalon Park	2.2
Taskers Chance Park	28.6				

Top 130 of all park scores

Top 10% of all park scores

# Comparisons (National GRASP® Dataset)

Components, Agencies, Parks

### GRASP® Benchmarking

(With Comparable Population 75,000)

Grand Junction, CO – 53
Bloomington, IL – 42
Perris, CA - 26
Tamarac, FL – 15
Total Locations

Park per 1,000 People

Grand Junction, CO - 0.8 Bloomington, IL - 0.5 Perris, CA - 0.3 Tamarac, FL - 0.2 Grand Junction, CO – 5
Bloomington, IL – 4
Tamarac, FL – 2
Perris, CA - 2
Components/1k Pop

Bloomington, IL – 7
Tamarac, FL – 7
Grand Junction, CO – 6
Perris, CA - 6
Components Per Location

Tamarac, FL – 42
Bloomington, IL – 36
Grand Junction, CO – 34
Perris, CA – 31

Average Score Per Location

Frederick tends towards top in total parks, parks per capita, and components per capita

### NRPA Park Metrics

(With comparable Population 50,000 to 99,999)

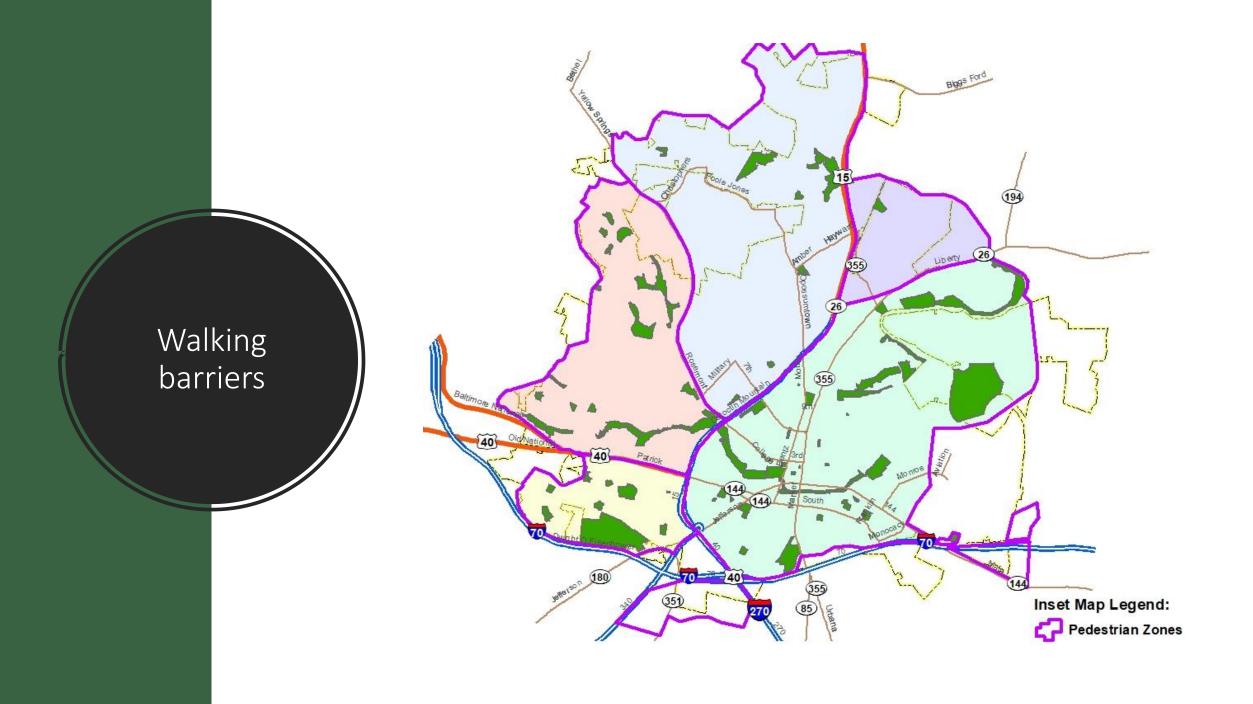
### 2020 NRPA Agency Performance Review: Park and Recreation Agency Performance Benchmarks Outdoor Park and Recreation Facilities

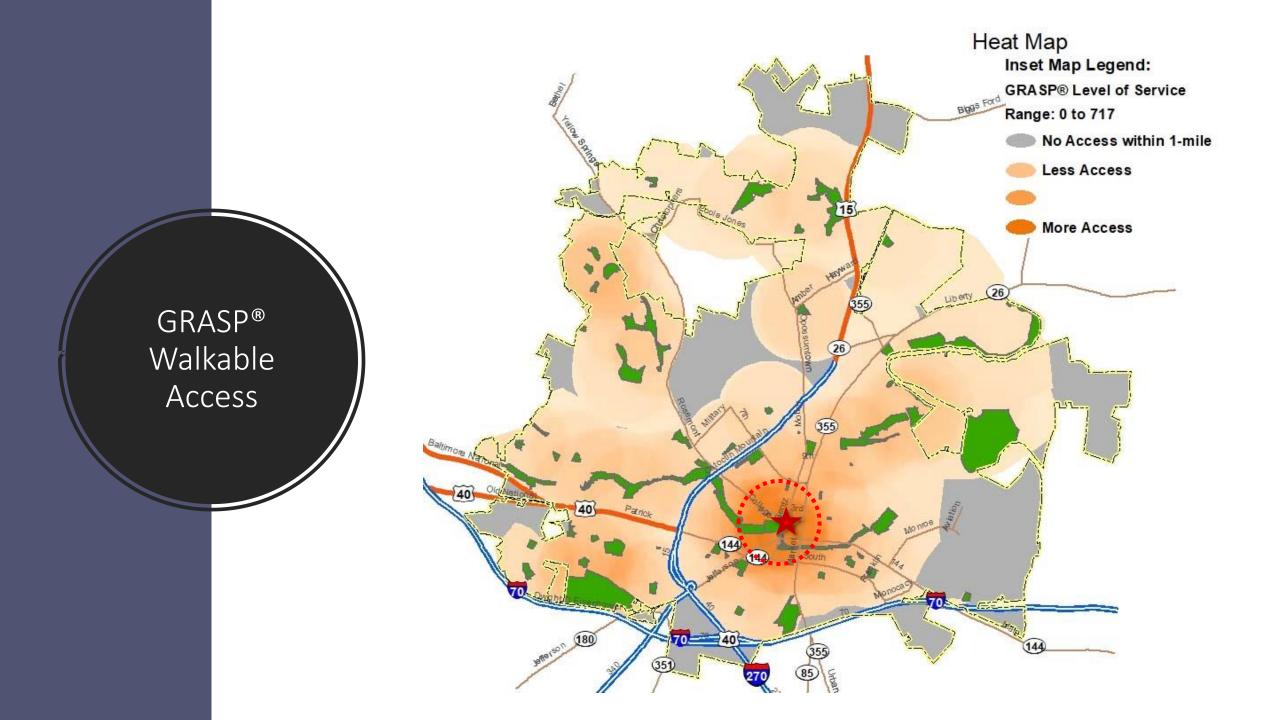
	Outdoor Fair	t and Kecreation	i i acilities				
		Median			Need to add	Need to add with	
	<b>Agencies</b>	<b>Number of</b>	Frederick	Frederick	to meet		
	Offering this	Residents per	Residents per	Current	current	population	
Outdoor Facility	Facility	Facility	Facility	Quantity	median	growth	
Residents Per Park	NA	2,523	886	73 parks*			
Acres of Park Land per 1,000 Residents	NA	7.7	12.3	928 acres	580	611	
Basketball courts	86.5	8,557	3,422	22	-13	-12	
Community gardens	47.2	50,000	37,641	2	0	0	
Diamond fields: baseball - adult	52.8	22,876			-15	-14	
Diamond fields: baseball - youth	78.3	7,222	4 102	10	-7	-6	
Diamond fields: softball fields - adult	64.8	15,500	4,182	18	-13	-13	
Diamond fields: softball fields – youth	59	12,000			-11	-11	
Dog park	62.9	58,000	75,281	1	0	0	
Playgrounds	93.9	3,859	1,637	46	-25	-24	
Rectangular fields: football field	37.2	32,420			-21	-20	
Rectangular fields: multi-purpose	64.5	10,467	2 272	22	-15	-15	
Rectangular fields: soccer field - adult	40.7	16,644	3,273	23	-18	-18	
Rectangular fields: soccer field – youth	46.9	9,085			-14	-14	
Skate park	38.2	62,567	37,641	2	-1	-1	
Tennis courts (outdoor only)	81.1	6,242	3,422	22	-9	-9	

Comparison based on median for 50,000 to 99,999 population comparison

Surplus

\*73 developed parks (12 undeveloped)

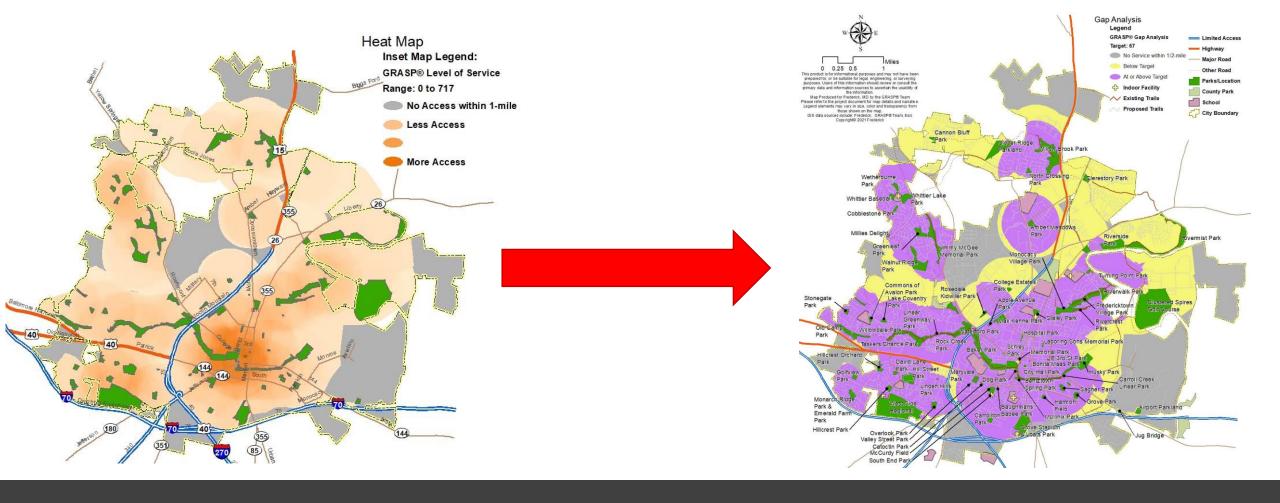




### Walkable Target

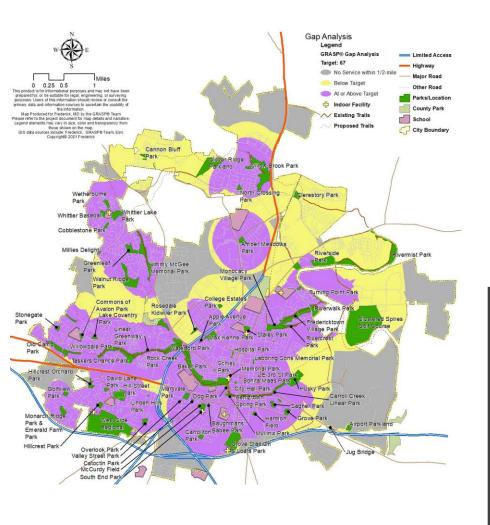
- Target score of 19 = 3 to 4 components
- Example: A playground, open turf, shelter, basketball and access to the trail system

Park/Location	<b>Basketball Court</b>	Diamond Field, Practice	<b>Educational Experience</b>	Garden, Display	Historic Feature	Loop Walk	Natural Area	Open Turf	Playground, Local	Shelter, Large	Volleyball Court	GRASP® Score	Acres
Cobblestone Park	1							1	1		1	20	2
Golfview Park						1		1	1			18	3
Harmon Field		1						1	1	1		20	2
Laboring Sons Memorial Park			1	1	1							18	1
Waterford Park				1			1	1				18	19

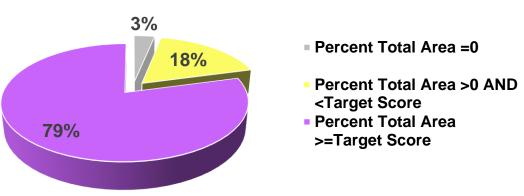


GRASP® Walkability

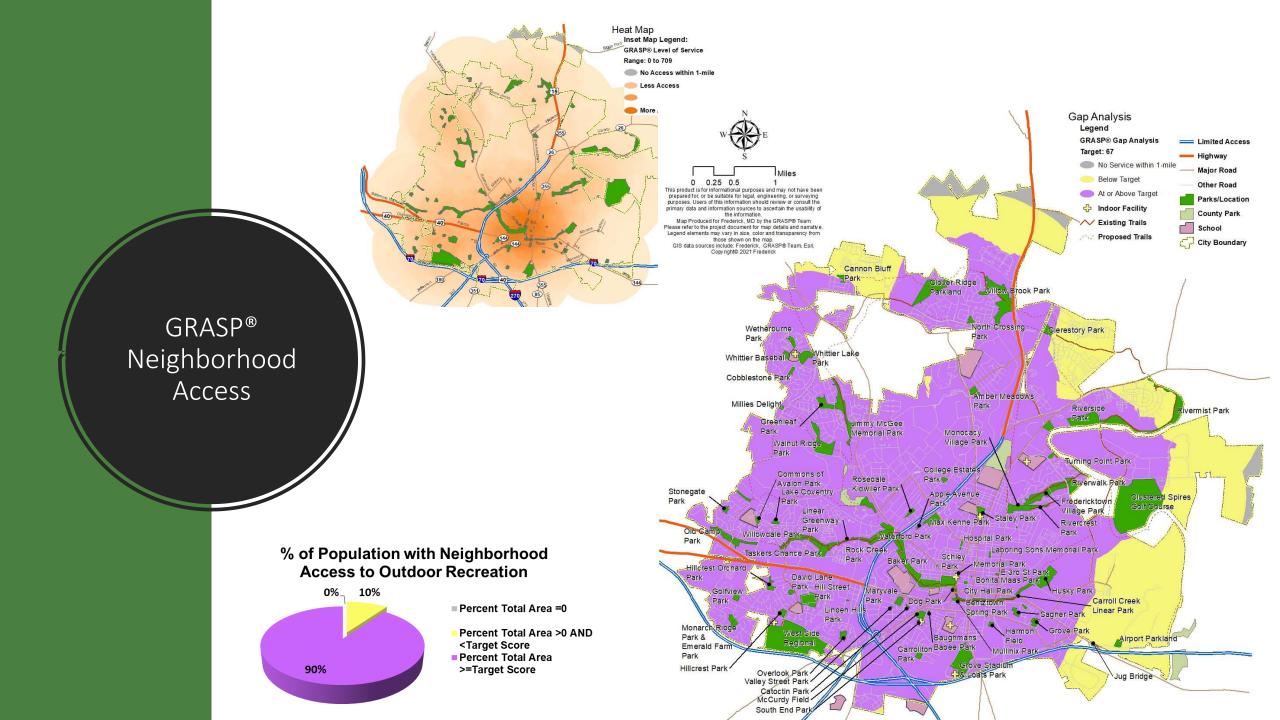
- Target score = 3 to 4 unique components
- Example: A playground, open turf, shelter, basketball and access to the trail system



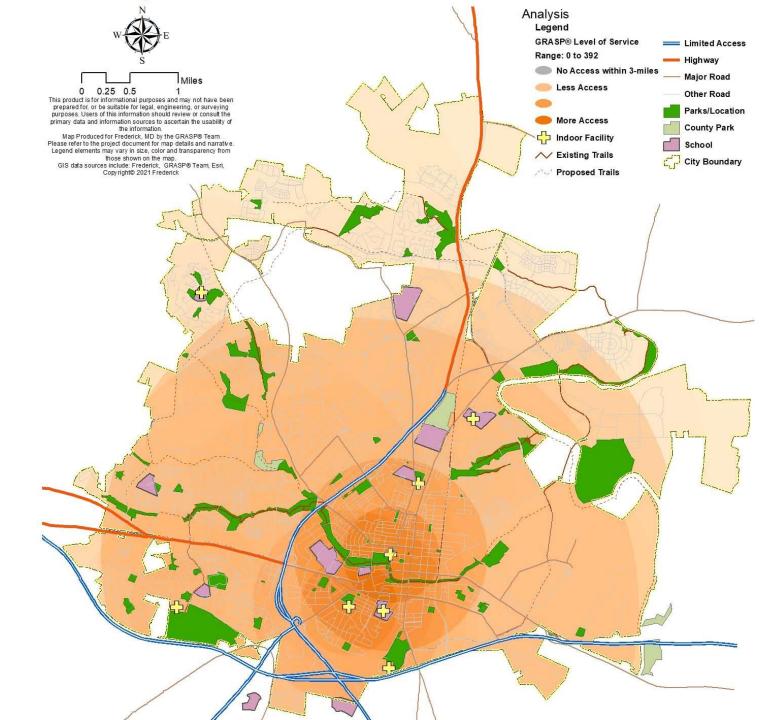
### % of Population with Walkable Access to Outdoor Recreation



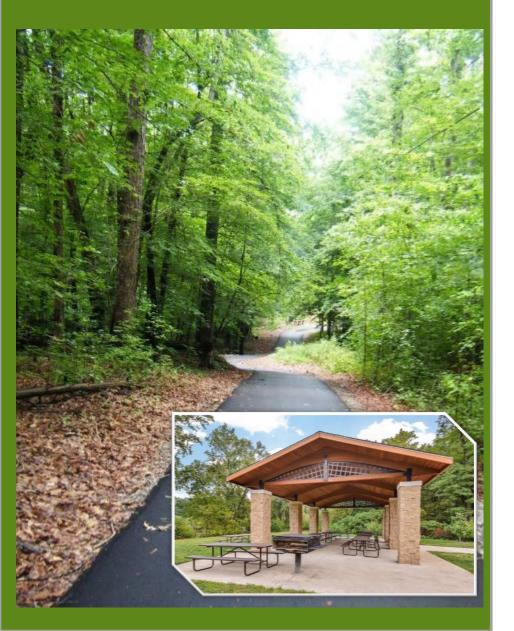
### GRASP® Walkable Access







### **Recurring Themes**

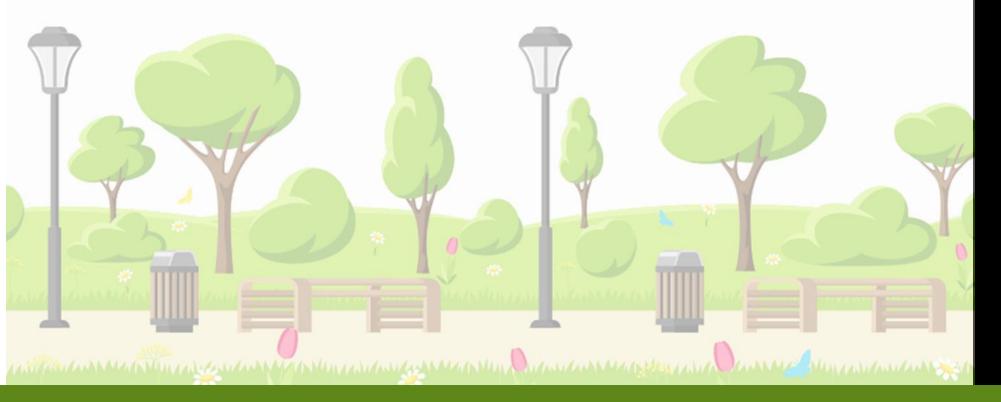


- Accessibility to parks and facilities through improved connectivity; trails, greenways, multiuse paths
- Safety in parks and facilities
- Aging infrastructure
- Renovate and improve existing facilities and parks; address the deferred maintenance program
- Improve communication and outreach
- Increase natural open and green space; additional passive and informal programming
- Address the need for facilities in underserved areas
- New recreation center
- Complete park development projects

### Comments & Questions...

# ESSENTIAL SPACES

A vision for City Parks and Recreation



Bob Smith
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#### Thank you for your time and consideration!